



KSHB-TV

ORDER

Flight Dates **08/28/12-09/03/12**

Contract / Revision **309290 /**
Original Date / Revision
 08/27/12 08/27/12
Advertiser **Nixon / Democrat / Governor**

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Product
Jay Nixon

Agency Com 15%
Billing Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate #
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$12,898.75	\$15,175.00	0.00	08/27/12	09/03/12	27	\$12,898.75	\$15,175.00
Totals	27	\$12,898.75	\$15,175.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/28/12	09/03/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$525.00	P-2	0.00 NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/28/12	09/03/12	MTWTF--		2			\$525.00			0.00		
N 2	KSHB	08/28/12	09/03/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	3	\$1,000.00	P-2	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/28/12	09/03/12	MTWTF--		3			\$1,000.00			0.00		
N 3	KSHB	08/28/12	09/03/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$550.00	P-1	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/28/12	09/03/12	MTWTF--		2			\$550.00			0.00		



KSHB-TV

Print Date: 08/27/12

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Contract / Revision **309290** Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Govern** Product **Jay Nixon**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	08/28/12	09/03/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	MTWTF--		5			\$800.00		0.00				
N 5	KSHB	09/01/12	09/01/12	NBC Action News at 5p Sa NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-----S-		2			\$300.00		0.00				
N 6	KSHB	09/01/12	09/01/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-----S-		1			\$300.00		0.00				
N 7	KSHB	09/02/12	09/02/12	NBC Action News at 5p Su NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-----S		1			\$300.00		0.00				
N 8	KSHB	09/01/12	09/01/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-----S-		1			\$250.00		0.00				
N 9	KSHB	09/01/12	09/01/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-----S-		1			\$250.00		0.00				
N 10	KSHB	09/02/12	09/02/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-----S		1			\$250.00		0.00				
N 11	KSHB	09/02/12	09/02/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-----S		1			\$250.00		0.00				
N 12	KSHB	09/01/12	09/01/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-----S-		1			\$700.00		0.00				
N 13	KSHB	08/28/12	08/28/12	Tuesday Prime C Republican Convention	CM	9-10p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	-T-----		1			\$1,500.00		0.00				
N 14	KSHB	08/28/12	09/03/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/28/12	09/03/12	MTWTF--		5			\$325.00		0.00				
Totals														27	\$15,175.00